

The background of the slide features a soft, muted image of a mountain range in the distance and a willow tree branch with small, dark buds hanging down on the right side. The overall color palette is a mix of light beige, cream, and muted olive green.

PUBLIC RELATIONS 101:

**How to Stretch Your Marketing Dollars By
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FLY ROD & REEL

CAMDEN, ME
8-TIMES/YEAR \$3,422
APR 2007



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CG

SPCZ

Jerry Kustich

The Traveling Angler



Kings Motel & Flatline Outfitters A 'Mom & Pop' fly-fishing business in Montana

For late August, the conditions were shaping up just right. A cool morning promised to give way to a partly cloudy afternoon predicted to barely reach the 80°. This was pleasant relief after a hot, dry summer. When I got into the pickup Matt asked what river I would prefer to fish. Although late-season, low-water conditions eliminated both the Jefferson and Big Hole rivers from the option list, there were still the Madison and the Beaverhead. Therein lies the beauty of fishing southwestern Montana. After a few minutes of deliberation, we headed toward the Madison. I rarely have the opportunity to be guided in my own backyard, so I was really looking forward to my float with Matt.

Matt Greemore has been guiding for 16 years. For the past 10 he has operated Flatline Outfitters under his own license based in the rural Montana town of Twin Bridges. He works in partnership with Kings Motel, which is owned and operated by his parents Don and Marsha Greemore. Perhaps one of the truly unique "Mom and Pop" fly-fishing businesses under the Big Sky, Marsha manages the lodging while Matt and his dad cater to the varied wishes of anglers looking to experience this part of Montana in the low-key, down-home manner that once characterized the region decades ago.



When we got to the river Matt checked my equipment. After a good-natured scolding for the poor condition of my well-worn line, he got my leader whipped into shape. Knowing my preference for the dry fly, Matt had to encourage me to nymph a few runs on our way to

prime surface water. The morning was still chilly, so a sub-surface approach to start the day made a lot of sense anyway.

As Matt slipped the raft into the water, he explained that he likes using the rubber vessel because it allows him to fish nooks and crannies that are difficult to reach for hard-bottom drift boats. And since he encourages his clients to stop and fish along the way, the raft is easier to beach when the situation seems right. This was the case when we approached a definitive inside bend that Matt suggested we nymph until the morning warmed a bit. After easing the raft onto shore, he then pointed to a lengthy edge of current where some nice fish usually hang out. In the next hour I proceeded to hook a couple of dandy browns, including the biggest I have landed in a few years. After that I put the nymphs away. Needless to say, the rest of the day was a bonus.

Although Matt and I have only fished a few times together, we shared many duties for several years at our local Trout Unlimited chapter. He has a keen sense of conservation along with an obvious knowledge of local waters, and his pleasurable personality reflects a confident willingness to teach and share his angling expertise. As we casually floated along casting dry flies here and there in the beautiful lower reaches of the Madison, Matt detailed the philosophy that sets his guiding operation apart from others.

Working in collaboration with his parents for the past decade, his plan has been to offer a home-made



WILD ROADS | PARK & PLAY

Montana Prime

Big Sky country stakes its claim as the Rockies' laid-back hideaway BY ANDREA MINARCEK

With upscale boutiques lining the streets of Aspen and celebrities holding court on the slopes of Vail, flashy Rockies resorts have become the mile-high status quo. But in northwestern Montana—home to world-class skiing, Glacier National Park, and 300-plus inches of snow a year—ski towns such as Whitefish have kept their egos in check. "It's like an Old West version of Switzerland—glacial lakes and massive, ice-tipped mountains right out the back door—without the Sundance glitz," says pro snowboarder and Bigfork resident Andrew Crawford, 28. The tail end of winter is prime: March temps hit the high 40s, but the powder is still fresh enough for snowshoeing, boarding, and X-C and alpine skiing.



THE ITINERARY

1 **Accessing roadless.** 1,009,356-acre Bob Marshall Wilderness just got a lot easier. Following a four-year renovation, rustic Monture Guard Station Cabin, on the Bob's perimeter, opens to the public this year. Drive seven miles north of Ovando and snowshoe the last mile in to your private lodge by the Lewis and Clark Range.



2 **Cross-country skiing.**—oft relegated to second-string status at alpine resorts—gets marquee treatment at Izaak Walton Inn Hotel, an X-C ski resort near Essex. After loosening up on Izaak's 20 miles of groomed trails, tackle its million acres of adjacent backcountry solo, or sign on for a guided trek in Glacier National Park.



3 **Famed Going-to-the-Sun Road** loses its luster in summer, when 90 percent of Glacier National Park's annual visitors slog through. But in March, the frosted byway is a tranquil snowshoeing refuge. Glacier Park Ski Tours leads day trips on trails such as three-mile Rocky Point, which affords views of 7,750-foot Stanton Mountain across Lake McDonald.

4 **On March 11 Big Mountain Ski Resort** kicks off Montana's first superpipe championship. Gawk at the inaugural aerials, then launch your own on Big's 93 runs and its 3,000 acres of Flathead National Forest. In Whitefish, cool down with a Bear Naked Amber at the Great Northern Brewing Company.



THE VITALS

DO: Trail Head in Missoula (\$12 a day for snowshoe rental; www.trailheadmontana.net); Izaak Walton Inn Hotel (\$25 a day for ski rental; \$115 for a tour; www.izaakwaltoninn.com); Glacier Park Ski Tours (\$255 for a daylong tour; www.glacierparkski.com); Big Mountain Ski Resort (\$77 for a one-day lift ticket and ski or board rental; www.bigmtb.com)

SLEEP: Monture Guard Station Cabin (\$60; www.fs.fed.us/r1/olo); Izaak Walton Inn Hotel (\$127); Belton Chalet in West Glacier (\$115; www.beltonchalet.com)

PHOTOGRAPHS, FROM TOP: COURTESY OF BEILEY LAKE; BAKERIE DISTRICT; OLD MONTANA FOREST; JEREMY LUGGARD; BERENGA ROMAN; MAP BY COMPUTER TERNARY MAPPING

AMERICAN COWBOY

SHERIDAN, WY

BI-MONTHLY 100,000

APR 2007



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CO

spo2

MONTANA RED LODGE IS RODEO

Red Lodge has roots put down by coal miners from many nations and annually celebrates a Festival of Nations in August, but this community also claims to be the "Home of Champions," and has good reason to do so for it has spawned some fine rodeo champions over the years, beginning with two outstanding women competitors: Alice and Marge Greenough.

Alice Greenough won World Bronc Riding Championship titles in 1933, 1935, 1936, and 1941 and was the first cowgirl inducted into the National Cowgirl Hall of Fame in Hereford, Texas, in 1975. Her sister Marge was added to the Cowgirl Hall of Fame three years later. Turk Greenough won Saddle Bronc championships in 1933,



1934, and 1936 while Deb Greenough, Alice's great-nephew, participated in the National Finals Rodeo 13 times and won the Bareback Championship in 1993.

Displays of photographs, awards, clothing, and other memorabilia from these Greenough family members are part of the displays at the Carbon County Historical Society in Red Lodge, where you will also learn about other local champions: Bill Linderman, who won seven world titles during his career in three different events, including the All-around in 1950 and 1953, and his younger brother Bud Linderman, the Saddle Bronc Champion of 1945, and

1950 and Bareback Bronc Champion in 1951.

Red Lodge celebrates its rodeo tradition every Fourth of July with the Home of Champions Rodeo, and adds to the Western tradition with the Montana Old Time Fiddlers Championship, planned this year for July 27-28. But this community situated at the foot of the Beartooth Mountains also boasts a ski area and the cowboys and skiers come together annually for the National Ski Joring Championships in March. For those of you unfamiliar with this sport, it involves pulling a contestant on skis by a horseback rider over a course that includes bumps, jumps of up to 60 feet, and turns. The Junior Champion in

this event wins a new pair of skis...and a colt!

When in Red Lodge plan to dine or stay at the Pollard Hotel, an 1893 facility that has been refurbished to Victorian elegance, visit the Beartooth Nature Center, and take a drive to Cooke City on the Beartooth Scenic Highway, truly one of the most spectacular mountain drives in the Rockies.

From Cooke City you can travel west into Yellowstone National Park crossing the Lamar Valley where you may spot wolves, moose, or elk. If you turn north to Mammoth and swing back into Montana's Paradise Valley, I suggest an overnight stay at Chico Hot Springs, and soaking in the hot mineral waters, before continuing on to Livingston.

—Candy Moulton

FOR MORE INFO:

www.redlodge.com

www.byways.org/browse/byways/2281

PHOTOS BY DONNIE SEXTON / TRAVEL MONTANA

FLORIDA TIMES -
UNION

JACKSONVILLE, FL

SUNDAY 222,392

FEB 25 2007



Burrelles Luce

294 181739P

GREETINGS FROM MONTANA



T-YOU

Priscilla Ford of Jacksonville got a picture of these Crow dancers while attending the Crow Pow Wow in August outside of Hardin. For information on how you can submit a photo for this space or our online vacation gallery at Jacksonville.com, see **Page F-2**.

BACKPACKER

EMMAUS, PA
9-TIME/YEAR 285.000
APR 2007



Burriel's Luce

445 181241

CG

SPCZ

CALENDAR

THINGS TO DO, PEOPLE TO SEE, PLACES TO GO

MOUNTAIN WEST

CALLING ALL CAMPFIRE CHEFS

Fancy yourself a backwoods gourmet? Enter your best original recipe in the Redwood Creek Campfire Classic. If you're one of five finalists, you'll win a trip to the Big Apple in June to fix your grub for an audience. Grand prize is \$10,000 in cash, a \$5,000 donation to the national park of your choice, and bragging rights as America's Greatest Campfire Chef. Visit redwoodcreek.com for an entry form. Hurry! Deadline is May 14.

BECOME A PEAK STEWARD

Every year, half a million hikers visit one of Colorado's Fourteeners, that's a lot of stress on these fragile alpine environments. Help minimize the impact by volunteering to become a Peak Steward. You'll be trained by members of the Colorado Fourteeners Initiative to patrol high-use 14ers and document the conditions. Info: 14ers.org

April 13-15

Green River Canoe Adventure
Canyonlands National Park
Paddle the Green River as it slices through layers of redrock and past Anasazi ruins, then spend a day hiking near Turk's Head. \$895 includes jet boat return trip. wildernessinquiry.org

April 28

Zane Grey Highline Endurance Run
Physion
You'll follow the Highline Trail 50 miles through Tonto National Forest during this race, dipping in and out of canyons along the Mogollon Rim and passing the site of writer Zane Grey's former home along the way. \$75 before April 1. zanegrey50.com

April 21-22

Sevensmile Trail Project Fort Apache NHP
Camp near historic Fort Apache and help the Volunteers for Outdoor Arizona build a new trail segment on the White Mountain Reservation. Free. voaz.org

Month of April

Cycle-Only Days in Yellowstone

Pedal power rules this month. From West Yellowstone, ride to Madison Junction and then to the Grand Canyon of the Yellowstone or Mammoth Hot Springs—before the park opens its gates to fossil-fuel burners. You can also explore the park on foot, of course. westyellowstonechamber.com

April 20-22

Camp Xtreame Adventure Race Training

Moab
Call it boot camp for adrenaline junkies. You'll spend your days rappelling, canyoneering, kayaking, trail running, and mountain biking Moab's famous slickrock; then attend evening clinics and workshops to learn the finer points of navigation and adventure race strategy. \$695 (2 days), \$995 (3 days); gravityplay.com

April 1

Backcountry Ski Adventure

Rocky Mountain National Park
First tracks through alpine glades and wide open bowls are yours for the taking when you join guides from the Colorado Mountain Society for a day of backcountry skiing through Rocky Mountain National Park's Tyndall Gorge and Lower Dragon's Tail. \$135; totalclimbing.com

April 8-14

Backpacking and Ancient Civilizations

Grand Gulch
Immerse yourself in Anasazi history on this 39-mile route through multilayered sandstone canyons. You'll camp in the desert on this guided adventure, and view ancestral ruins, rock art, and petroglyphs along the way. \$875; sierracub.org/outings

April 15-21

North Rim Trail Maintenance

Grand Canyon
The Kanab Creek Wilderness is one of the most dramatic areas of the North Rim. After 4 days of trail work, you'll hike over to Sawtooth Canyon and down to a gorgeous inner-canyon spring to soak in the cool creek or explore the area's slot canyons. \$495; sierracub.org/outings

April 15-24

AHS Volunteer Vacation

Saguaro National Park
Start with a strenuous 9.5-mile hike into the Rincon Mountains to historic Manning Cabin, your basecamp for the week. Pack mules will carry food and supplies; you'll help maintain area wilderness trails, plus explore on your own. \$130; americanhiking.org



HOME TO ROOST

April is prime nesting time for hawks and turkey vultures in Arizona's Muleshoe Ranch Cooperative Management Area, so bring binocs and enjoy the show. Info: tnc.org/natural-events

PHOTO BY TOM VEDZ MANGEN PICTURES

CLEAN AIR ACT: ONE ACRE OF FOREST OFFSETS THE ANNUAL CARBON EMISSION OF 18 PEOPLE. GET 10 FREE TREES WHEN YOU JOIN THE ARBOR DAY FOUNDATION (ARBORDAY.ORG).

SKIING

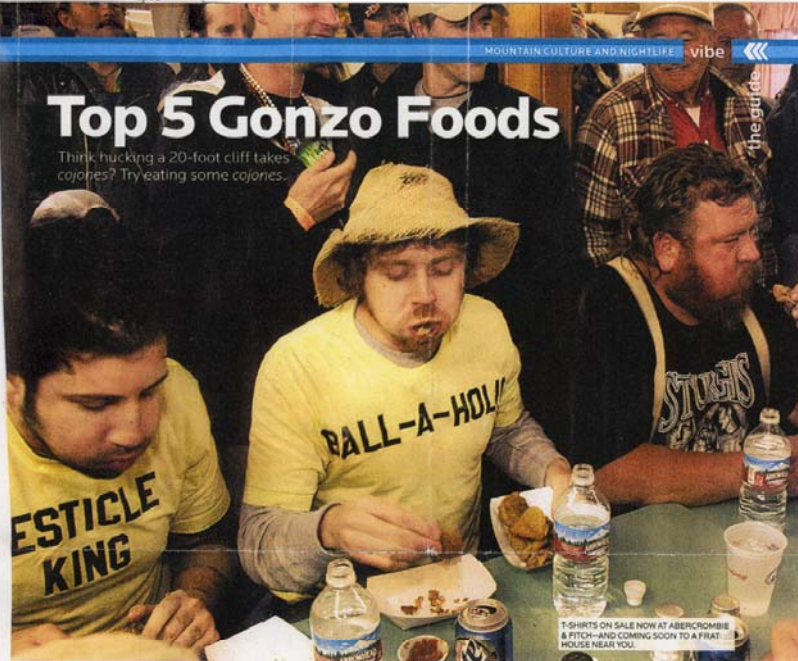
NEW YORK, NY
7-TIME/YEAR 400,000
APR 2007



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4192 171861

\$602



Top 5 Gonzo Foods

Think hucking a 20-foot cliff takes *cojones*? Try eating some *cojones*.

[1] ROCKY MOUNTAIN OYSTERS FESTIVAL BILTING, MONTANA

Their motto, "Have a ball," should be taken literally at this four-day ode to munching on breaded, deep-fried bull nuts. Think Sturgis without the motorcycle parades but with the drunken, naked (not in a good way) debauchery. Starting on August 1 near Missoula, festivities include hairy-chest contests, bullshit bingo, underwear tricycle races, and, naturally, seeing who can ingest the most bovine baby-makers in two and a half minutes. [testyfesty.com]

[2] RATTLESHAKE, ALLIGATOR, AND SHARK GRIZZLY HOUSE RESTAURANT BARTT, ALBERTA

The only thing as eccentric as Grizzly House's atmosphere—disco tunes and '70s memorabilia mixed with pine paneling and buffalo heads—is its menu. Exotic fondue dinners feature shark, alligator, rattlesnake, ostrich, frog legs, buffalo, and venison, all served with "special sauces." Trust us, you don't want to know. Just

make sure to order a pint of locally brewed Rutting Elk Red or Randy Goat Pilsner to wash it down. [banffgrizzlyhouse.com]

[3] PITCHFORK FONDUE FEEDLOT STEAKHOUSE SHEPHERD, MONTANA

On the way west of Billings into ski country, load up on trans fats like they did in the Old West at the Feedlot Steakhouse. Diners skewer their own raw steaks, ribs, and whole chickens with full-size pitchforks and dunk them into an 80-gallon drum of boiling oil until they're good and greasy. Cowboy potatoes—cubed and seasoned—are optional, but greens? Not on the menu. If you don't need a post-dinner nap, pack some Sikoal. Wintergreen and relax on the patio, with views of Red Lodge ski area on clear days. [406-373-0121]

[4] KILL, KANGAROO, AND OSTRICH MOUNTAIN HOUSE STANTFORD, NEW ZEALAND

Kiwis have plenty of odd creatures and customs, but the menu at Mountain House—less than two miles from the

Manganui Skifield in North Island's Egmont National Park—has distilled them into a single meal. Start with the smoked-eel platter, served with gherkins and lemons, before choosing between grilled ostrich or kangaroo filets doused in red-wine-and-currant sauce. What, no platypus flambé for dessert? [mountainhouse.co.nz]

[5] RABBIT, POSSUM, DEER ROADKILL COOK-OFF MARLINTON, WEST VIRGINIA

Whet your appetite for ski-lodge grub at Marlinton, West Virginia's annual Roadkill Cook-off, held the last Saturday of September. Entries must incorporate tarmac delicacies, though the ingredients needn't have actually been run over. Snowshoe Mountain chefs compete regularly and names count: Trumper Meets Bumper, Rigor Mortis Bear Stew, and Why Did the Turtle Cross the Road Soup are past standouts. During ski season, sample other West Virginian haute cuisine—like Fodfire Crittle's deep-fried barbecue bologna sandwich—at Snowshoe's bare area. [pccc.com/RoadkillCfm] —KATE SIBER

KELLY GORHAM

WWW.SKINET.COM

MARCH/APRIL 2007 skiing 35

BASIC PR TOOLS & TERMINOLOGY

**How to Get Started and Speak the
Media's Language**

Sunset

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First-Last 1	Peter	Fish	
First-Last 2			
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		Country	
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Email	fishp@sunset.com		
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Media Type	Magazine	Comm Pref	Both
Exposures	2	Circulation	1,476,000
Notes	<p>Wrote a Lewis & Clark feature in spring '04 issue. Contacted Donnie 7/05 re: BIG MT feature to run Summer '06. Wants to visit a dude ranch, Donnie set him up with Nine Quarter Circle for 8/05 visit. While in Montana, Peter also wants to write an article on Bozeman's evolution. Set up an itinerary to host, Mike spent 2 days with him, tag teamed with Cyndy Andrus. Article slated to run in September issue, inside back cover. Article came out well; gave Peter a call 9/05 to say thanks. Encouraged additional Montana angles for the future.</p>		
Black List	<input type="radio"/> Y <input type="radio"/> N		

Contact ID	Suns-5463
Last Contact	7/25/2006
Class	<input checked="" type="radio"/> A <input type="radio"/> B <input type="radio"/> C
Region	National
Primary Cat.	Travel

Category

Events
Family
Food
Hunting
Lifestyle
Outdoor
Snowsports/ski & sb
Spa
Travel



Media	Billings Gazette		
Marked	<input type="radio"/> Y <input checked="" type="radio"/> N	Seasonal Pref	Both
First-Last 1	Brett	French	
First-Last 2			
Title	Outdoor Writer		
Mall Addr	401 N Broadway		
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		Country	USA
Phone1; 2	406-657-1387	800-543-2505	
Fax			
Email	french@billingsgazette.com		
URL	www.billingsgazette.com		
Media Type	Newspaper	Comm Pref	Both
Exposures	2	Circulation	52,636
Notes	Daily newspaper, met Brett at Outdoor Retailer Show '04. Spoke to 5/9/2006 re: Beartooth Hwy reopening events. Sent Kim Capron request for more details on bio-bus. 5/06: sent Beartooth Highway PR. Contacted 2/07 re: Win Your Own MT Mountain Winner, he ran a story 2/28/07.		
Black List	<input type="radio"/> Y <input type="radio"/> N		

Contact ID	Bill-1387
Last Contact	3/6/2007
Class	<input checked="" type="radio"/> A <input type="radio"/> B <input type="radio"/> C
Region	State/MT
Primary Cat.	Outdoor

Category

- Bike
- Environmental
- Events
- Fishing
- Hunting
- Outdoor
- Snowmobile
- Snowsports/ski & sb
- Travel
- Water Recreation



Media	AAA Living		
Marked	<input type="radio"/> Y <input checked="" type="radio"/> N	Seasonal Pref	Both
First-Last 1	Amity	Moore	
First-Last 2			
Title	Senior Editor		
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Ship Addr			
City ST Zip	Greensboro	NC	27401
		Country	
Phone1; 2	336-383--5774		
Fax	336-378-8272		
Email	amity.moore@paceco.com		
URL			
Media Type	Magazine	Comm Pref	Both
Exposures	2	Circulation	850,000
Notes	Amity used to be the editor at Montana Living when it was based in Missoula. Moved to MI for a better gig. Attended Whitefish "All Aboard" press trip 9/05. Traded emails 3/07, she now lives in NC. Sent information on Dinosaur Trail.		
Black List	<input type="radio"/> Y <input type="radio"/> N		

Contact ID	AAA -5774
Last Contact	3/26/2007
Class	<input checked="" type="radio"/> A <input type="radio"/> B <input type="radio"/> C
Region	Regional
Primary Cat.	Travel

- | | |
|----------|---------------------|
| Category | Events |
| | Family |
| | Food |
| | History |
| | Lifestyle |
| | Lodging |
| | News |
| | Outdoor |
| | Snowmobile |
| | Snowsports/ski & sb |
| | Spa |
| | Travel |
| | Water Recreation |
| | Western |
| | |
| | |

MONTANA

Media	Travel + Leisure		
Marked	<input type="radio"/> Y <input checked="" type="radio"/> N	Seasonal Pref	Both
First-Last 1	Laura	Begley	
First-Last 2	Mario	Mercado	
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Email	bpeck@travelandleisure.com		
URL	www.travelandleisure.com		
Media Type	Magazine	Comm Pref	Both
Exposures	2	Circulation	962,770
Notes	9/29/2003: Interested in conservation stories., met with Mario in NYC 2/04; Fall Adventure Issue; August - World's Best Issue; World's Best Value - March; Romantic Getaways - Feb; June - Hotel/Resorts, October - Skiing/Winter Sports Oct, Nov, Dec...		
Black List	<input type="radio"/> Y <input type="radio"/> N		


Contact ID	Trav-6461
Last Contact	1/22/2007
Class	<input checked="" type="radio"/> A <input type="radio"/> B <input type="radio"/> C
Region	National
Primary Cat.	Travel

[illegible]

The background of the slide features a textured, light greenish-yellow surface. In the center, there is a silhouette of a mountain range. On the right side, a dark, thin branch of a willow tree hangs down, adorned with small, dark, round buds.

DEVELOPING STORY IDEAS:

How to Mine Your Business For Worthy PR Angles

The background of the slide features a textured, light-colored paper-like surface. In the upper right, there are faint, stylized mountain peaks. On the right side, a dark, thin branch of a willow tree with small, dark buds hangs down. The text is centered in a dark brown, serif font.

PRESS TRIPS:

Influencing Journalists On Your Turf



A TRAVEL WRITER'S PERSECTIVE:

Tips From An Insider

The background of the slide features a textured, light greenish-yellow surface. In the upper right, there is a faint, stylized illustration of a mountain range. On the right side, a dark, thin branch of a willow tree hangs down, adorned with numerous small, dark, round buds.

GETTING CONNECTED:

How to Leverage In-state Alliances